

## The golden rules:

### 1. Say it straight, say it great

### 2. Keep it short

#### 1. What to say

Before you say anything, make sure you've got something worth saying.

##### 1a. Know your audience

Who are they deep down?  
What are they feeling?  
What are they capable of?  
What are they doing?

##### 1b. Get to the point

Who, what, where, why, when.  
It's just good manners.

##### 1c. Think strategically

Strategic thinking will make you stand out.  
Because you're no longer trying to be clever.  
You're using strategic thinking  
to solve a business problem.

#### 2. How to say it

When you say it, make sure you say it clearly and simply.

##### 2a. Think like a reader

People don't read copy. They process it.  
What the heck is this? (orientation)  
Where is the thing I'm looking for? (relevancy)  
What's the vibe here? (voice and tone)

##### 2b. Keep it short

People don't read copy. They scan.  
<https://hemingwayapp.com/>

##### 2c. Have an active voice

Four types of sentence:  
Declarative, imperative, interrogative, exclamatory.  
The imperative sentence is the copywriter's sentence.  
It 'feels' more active.

#### 3. How to say it as a team

When you're in a team, make sure you're all saying things in a similar way.

##### 3a. Start with principles

Define a set of 3–5 principles  
What should all your writing express?  
It's important is that you do it together, as a team.

##### 3b. Celebrate the good

Meet often.  
Share your writing with each other.  
Ask for feedback. Celebrate the best writing.  
Add it to your principles as examples.

What do you want to get out of this session?